

**Executive Summary**  
**Proposed Sport Management Program**  
**Morehead State University**

**Background**

The Department of Health, Physical Education and Recreation proposes implementation of a Bachelor of Arts in Sport Management in the fall 2002 semester. The proposed program revision follows the council and institutional assessments of the HPER Department. This new program will replace the current recreation program that has a more limited focus.

The sport management major provides students with the opportunity to develop expertise in business management and communications applied to the world of sport and recreation. As sports have evolved into an integral part of the American culture, the operations of sport programs have become more sophisticated and complex. Managers of sport programs and sport/recreational facilities must become familiar with the intricacies of sport/recreational activities and be effective as business professionals.

The proposed program is designed to meet the 2000 national curriculum standards jointly developed by two professional associations, the North American Society of Sport Management and the National Association of Sport and Physical Education. NASSM is the professional association of practitioners and academicians involved in sport administration. NASPE is a subdivision within the American Alliance of Health, Physical Education, Recreation, and Dance.

**Analysis**

Following the institutional CPE productivity review, the university gave the HPER Department two options: 1) to implement a major curriculum revision or 2) eliminate the recreation program in lieu of the proposed inter-disciplinary undergraduate degree in sport management. During the summer and early fall 2000 the department assessed the enrollment history, graduation rate, employment history and potential for future enrollment of the BA in parks, recreation, and leisure. The current recreation program only provides options related to outdoor and recreational employment. The department decided to create a more comprehensive and multi-disciplinary curriculum that allows students to be successful in a variety of sport and recreation employment venues. This task could be accomplished in part through the use of distance education (compressed video) and Web-based courses.

Presently there is a sport administration masters option that has the largest graduate enrollment in the department, with a high level of interest and participation from international and minority students. Surveys, recruiting visits made to area school districts, and students visiting the campus show a strong interest in sport management programs at MoSU.

The undergraduate sport management concentration will be a collaborative effort with the College of Business and the Department of Communications providing multiple courses required by the program. Graduates are expected to have competencies in the application of management

and organizational skills in sport, ethics in sport management, sport marketing, public relations in sport, sport finance, sport law, research in sport, and sport venue and event management.

The sport industry and job opportunities in sport management are continuing to expand. In 1995, the "U.S. News and World Report" rated sport management among the 20 fastest growing job areas in the United States. Meek (1997) reports that the sport industry has increased to \$152 billion and risen to the eleventh largest in the U.S. Moreover, employment advertisements in "National Sports and Recreation Jobs Weekly," "National Collegiate Athletic Association News," "American College of Sports Medicine Jobs Bulletin," and "National Strength and Conditioning Jobs Bulletin" provide evidence of the growing need for sport management graduates.